FSC-48-A	3/11/96	TO: ROM
SUBJECT: DORAL Personal Selling - April and June		

DISTRIBUTION:

X	AVP	X	KAM	___	ELM
X	RSM	___	Reg.Mil./DF Mgr.	___	MIL
X	RBM	___	DM	___	DF
X	ROM			___	REP

PARTIAL DISTRIBUTION

11	___	21	x	33	___	51	___	62	x
12	___	22	x	34	___	54	___	63	x
13	___	23	x	35	___	56	___	66	x
16	x	26	x	36	___	58	x	67	x
17	x	29	x					69	x
18	x								

(Please disseminate to appropriate personnel)

DORAL will be conducting in-store personal selling via an outside agency (Super Marketing, Inc.) in selected retail outlets in two 4-week segments beginning April 9. The brand needs assistance from field sales in identifying 20-40 convenience stores and cigarette outlets per division (division list is attached) by April 1. Details are as follows:

Purpose:
To convert competitive branded savings smokers to DORAL at retail by offering a B1G1F & $3 off 5 packs or carton plus a name generation card. Once the smoker is intercepted at retail his/her name is added into the DORAL direct mail competitive conversion program that offers coupons, free carton offers and a sign-up for DORAL & Company.

Schedule:
Dates: April 9 - May 4 (Phase I)
June 11 - July 15 (Phase II)

Days/Hours: 11:30 a.m. - 2:30 p.m. and 3:30 - 6:30 p.m. Tuesday-Friday
9:00 a.m. - 12:00 p.m. and 1:00 - 4:00 p.m. Saturday

Field Sales Involvement:

1. Identify 20-40 convenience stores and cigarette outlets based on the following:
   - High Volume Branded Savings stores (Basic, GPC, Cambridge & Montclair)
   - Accept coupons
   - Presence on DORAL
   - Driving distance must be within a 50 mile radius from center of metro area. (Stores can be visited once or twice but the maximum per day is two. The agent can revisit the stores in the opposite time slot later in one of the two 4-week programs.)

2. Obtain approval from store manager for the conversion program and advise of the times and dates the agent will work in the store.

3. Return list for Phase I to Melanie Barbee by April 1. Phase II lists may be returned on April 1 or no later than May 24. (Store list forms are attached for Phase I and II with instructions and return information.)

Super Marketing, Inc. will contact each store at least one week prior to the program to confirm the dates and time the agent will be conducting the personal selling.

Program Contacts: RJR-Melanie Barbee, extension #4631
Super Marketing, Inc.- Jean Fenoglio, (714) 727-4777

R. J. REYNOLDS TOBACCO COMPANY

51859 6917

Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

1996 DORAL Personal Selling

Priority Regions/Divisions

16 Buffalo
1622 Syracuse
1623 Albany
1626 Buffalo

17 Pittsburgh
1729 Canton
1730 N. Pittsburgh
1732 S. Pittsburgh
1738 Harrisburg

18 Cincinnati
1824 Columbus
1828 Cincinnati
1834 Lexington
1837 Louisville

21 Winston-Salem
2124 Raleigh
2126 Winston-Salem
2127 Asheville
2133 Charleston
2135 Knoxville
2137 Columbia

22 Atlanta
2224 Birmingham
2226 N. Atlanta
2228 S. Atlanta
2230 Panama City
2232 Huntsville
2233 Macon

23 Florida
2326 Tampa
2328 West Palm Beach
2330 Miami
2332 Sarasota
2335 Orlando
2337 Jacksonville

26 Dallas
2625 Dallas
2628 Ft. Worth
2629 Jackson
2635 Lafayette
2636 Shreveport
2637 New Orleans

29 Richmond
2925 Richmond
2927 Norfolk
2934 Fayetteville
2936 Charleston, WV

58 Houston
5826 N. Houston
5828 S. Houston
5831 Austin
5832 San Antonio
5838 Lubbock

62 Chicago
6232 Milwaukee
6238 Davenport

63 Minneapolis
6322 Green Bay
6334 Sioux Falls
6336 Fargo
6338 Billings

66 Denver
6625 Kansas City, KS
6629 Omaha
6631 Tulsa
6633 E. Oklahoma City

67 Detroit
6722 Grand Rapids
6724 Flint
6732 Lansing
6737 Ft. Wayne

69 St. Louis
6923 Little Rock
6925 Memphis
6937 Paducah
6939 Nashville

Program Contacts: RJR-Melanie Barbee, extension #4631
Super Marketing, Inc.- Jean Fenoglio (714) 727-4777

51859 6918

Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

DORAL Personal Selling - Phase I
April 9 - May 4, 1996

PHASE I - DUE APRIL 1

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Obtain approval from store for the day and time by **April 9**.*

Return to: *Melanie Barbee*
R. J. Reynolds Tobacco Co.
7th Floor Reynolds Building
Questions: (910) 741-4631
FAX: (910) 741-3002

Date	Time of Day	Store Name	Complete Store Address	Contact Name(s)	RJR Contact	SIS#
April 9 - Tuesday	11:30-2:30 p.m.					
- Tuesday	3:30-6:30 p.m.					
April 10 - Wednesday	11:30-2:30 p.m.					
- Wednesday	3:30-6:30 p.m.					
April 11 - Thursday	11:30-2:30 p.m.					
- Thursday	3:30-6:30 p.m.					
April 12 - Friday	11:30-2:30 p.m.					
- Friday	3:30 - 6:30 p.m.					
April 13 - Saturday	9:00-12:00 noon					
- Saturday	1:00-4:00 p.m.					

Objective: Convert competitive branded savings smokers to DORAL.

To accomplish objective:
- Select convenience/gas and cigarette outlet stores with high volume savings brands
- Limit amount of time agent has to travel between stores - more time in store means more conversion stores can be visited more than once; schedule second visits on different days and times
- Stores must take coupons

51859 6919

Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

DORAL Personal Selling - Phase I
April 9 - May 4, 1996
PHASE I - DUE APRIL 1

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Obtain approval from store for the day and time by **April 9**.*

Return to: ***Melanie Barbee***
R. J. Reynolds Tobacco Co.
7th Floor Reynolds Building
Questions: (910) 741-4631
FAX: (910) 741-3002

Date	Time of Day	Store Name	Complete Store Address	Contact Name(s)	RJR Contact	SIS#
April 16 - Tuesday	11:30-2:30 p.m.					
- Tuesday	3:30-6:30 p.m.					
April 17 - Wednesday	11:30-2:30 p.m.					
- Wednesday	3:30-6:30 p.m.					
April 18 - Thursday	11:30-2:30 p.m.					
- Thursday	3:30-6:30 p.m.					
April 19 - Friday	11:30-2:30 p.m.					
- Friday	3:30 - 6:30 p.m.					
April 20 - Saturday	9:00-12:00 noon					
- Saturday	1:00-4:00 p.m.					

Objective: Convert competitive branded savings smokers to DORAL.

To accomplish objective:
- Select convenience/gas and cigarette outlet stores with high volume savings brands
- Limit amount of time agent has to travel between stores - more time in store means more conversion stores can be visited more than once; schedule second visits on different days and times
- Stores must take coupons

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Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

DORAL Personal Selling - Phase I
April 9 - May 4, 1996

PHASE I - DUE APRIL 1

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Obtain approval from store for the day and time by **April 9**.*

Return to: ***Melanie Barbee***
R. J. Reynolds Tobacco Co.
7th Floor Reynolds Building
Questions: (910) 741-4631
FAX: (910) 741-3002

Date	Time of Day	Store Name	Complete Store Address	Contact Name(s)	RJR Contact	SIS#
April 23 - Tuesday	11:30-2:30 p.m.					
- Tuesday	3:30-6:30 p.m.					
April 24 - Wednesday	11:30-2:30 p.m.					
- Wednesday	3:30-6:30 p.m.					
April 25 - Thursday	11:30-2:30 p.m.					
- Thursday	3:30-6:30 p.m.					
April 26 - Friday	11:30-2:30 p.m.					
- Friday	3:30 - 6:30 p.m.					
April 27 - Saturday	9:00-12:00 noon					
- Saturday	1:00-4:00 p.m.					

Objective: Convert competitive branded savings smokers to DORAL.

To accomplish objective:
- Select convenience/gas and cigarette outlet stores with high volume savings brands
- Limit amount of time agent has to travel between stores - more time in store means more conversion stores can be visited more than once; schedule second visits on different days and times
- Stores must take coupons

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Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

DORAL Personal Selling - Phase I
April 9 - May 4, 1996

PHASE I - DUE APRIL 1

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Obtain approval from store for the day and time by **April 9**.*

Return to: ***Melanie Barbee***
R. J. Reynolds Tobacco Co.
7th Floor Reynolds Building
Questions: (910) 741-4631
FAX: (910) 741-3002

Date	Time of Day	Store Name	Complete Store Address	Contact Name(s)	RJR Contact	SIS#
April 30 - Tuesday	11:30-2:30 p.m.					
- Tuesday	3:30-6:30 p.m.					
May 1 - Wednesday	11:30-2:30 p.m.					
- Wednesday	3:30-6:30 p.m.					
May 2 - Thursday	11:30-2:30 p.m.					
- Thursday	3:30-6:30 p.m.					
May 3 - Friday	11:30-2:30 p.m.					
- Friday	3:30 - 6:30 p.m.					
May 4 - Saturday	9:00-12:00 noon					
- Saturday	1:00-4:00 p.m.					

Objective: Convert competitive branded savings smokers to DORAL.

To accomplish objective:
- Select convenience/gas and cigarette outlet stores with high volume savings brands
- Limit amount of time agent has to travel between stores - more time in store means more conversion stores can be visited more than once; schedule second visits on different days and times
- Stores must take coupons

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Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

DORAL Personal Selling - Phase II
June 11 - July 11, 1996
PHASE II - DUE MAY 24

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Obtain approval from store for the day and time by **May 24**.*

Return to: ***Melanie Barbee***
R. J. Reynolds Tobacco Co.
7th Floor Reynolds Building
Questions: (910) 741-4631
FAX: (910) 741-3002

Date	Time of Day	Store Name	Complete Store Address	Contact Name(s)	RJR Contact	SIS#
June 11 - Tuesday	11:30-2:30 p.m.					
- Tuesday	3:30-6:30 p.m.					
June 12 - Wednesday	11:30-2:30 p.m.					
- Wednesday	3:30-6:30 p.m.					
June 13 - Thursday	11:30-2:30 p.m.					
- Thursday	3:30-6:30 p.m.					
June 14 - Friday	11:30-2:30 p.m.					
- Friday	3:30 - 6:30 p.m.					
June 15 - Saturday	9:00-12:00 noon					
- Saturday	1:00-4:00 p.m.					

Objective: Convert competitive branded savings smokers to DORAL.

To accomplish objective:
- Select convenience/gas and cigarette outlet stores with high volume savings brands
- Limit amount of time agent has to travel between stores - more time in store means more conversion stores can be visited more than once; schedule second visits on different days and times
- Stores must take coupons

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Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

DORAL Personal Selling - Phase II
June 11 - July 11, 1996
PHASE II - DUE MAY 24

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Obtain approval from store for the day and time by **May 24**.*

Return to: ***Melanie Barbee***
R. J. Reynolds Tobacco Co.
7th Floor Reynolds Building
Questions: (910) 741-4631
FAX: (910) 741-3002

Date	Time of Day	Store Name	Complete Store Address	Contact Name(s)	RJR Contact	SIS#
June 18 - Tuesday	11:30-2:30 p.m.					
- Tuesday	3:30-6:30 p.m.					
June 19 - Wednesday	11:30-2:30 p.m.					
- Wednesday	3:30-6:30 p.m.					
June 20 - Thursday	11:30-2:30 p.m.					
- Thursday	3:30-6:30 p.m.					
June 21 - Friday	11:30-2:30 p.m.					
- Friday	3:30 - 6:30 p.m.					
June 22 - Saturday	9:00-12:00 noon					
- Saturday	1:00-4:00 p.m.					

Objective: Convert competitive branded savings smokers to DORAL.

To accomplish objective:
- Select convenience/gas and cigarette outlet stores with high volume savings brands
- Limit amount of time agent has to travel between stores - more time in store means more conversion stores can be visited more than once; schedule second visits on different days and times
- Stores must take coupons

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Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000

DORAL Personal Selling - Phase II
June 11 - July 11, 1996

PHASE II - DUE MAY 24

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Obtain approval from store for the day and time by **May 24**.*

Return to: ***Melanie Barbee***
R. J. Reynolds Tobacco Co.
7th Floor Reynolds Building
Questions: (910) 741-4631
FAX: (910) 741-3002

Date	Time of Day	Store Name	Complete Store Address	Contact Name(s)	RJR Contact	SIS#
June 25 - Tuesday	11:30-2:30 p.m.					
- Tuesday	3:30-6:30 p.m.					
June 26 - Wednesday	11:30-2:30 p.m.					
- Wednesday	3:30-6:30 p.m.					
June 27 - Thursday	11:30-2:30 p.m.					
- Thursday	3:30-6:30 p.m.					
June 28 - Friday	11:30-2:30 p.m.					
- Friday	3:30 - 6:30 p.m.					
June 29 - Saturday	9:00-12:00 noon					
- Saturday	1:00-4:00 p.m.					

Objective: Convert competitive branded savings smokers to DORAL.

To accomplish objective:
- Select convenience/gas and cigarette outlet stores with high volume savings brands
- Limit amount of time agent has to travel between stores - more time in store means more conversion stores can be visited more than once; schedule second visits on different days and times
- Stores must take coupons

51859 6925

Source: https://www.industrydocuments.ucsf.edu/docs/htwn0000